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A Sound Solution for Butlers Health & Fitness

CLIENT PROFILE:

Butlers Health & Fitness Centre is an independently run club located in the heart of Worcester, which opened two and a half years ago.

In recent years the club has had to contend with increased competition with no less than 13 clubs now located in the Worcester area.

Tony Butler, the Proprietor, believes in a flexible approach to membership, one without joining fees or credit agreements.

The club features a gym, stocked with Life Fitness CV and strength equipment, as well as sauna, sunbed and martial arts studio.

THE CHALLENGE:

Proprietor Tony Butler was concerned about the budgetary implications of installing an AV system.

He comments, "We looked into installing an AV system when we opened the club but at the time it was out of the question as the costs were way too high. I recently saw an advert which featured a cost effective price and it got me thinking. I then approached Alan Cuthbert from the advertised company, Leisure Sound Solutions."

THE SOLUTION:

Leisure Sound Solutions (LSS) offered Mr Butler a whole range of solutions to suit his budget.

"I was impressed by the company's flexible approach and also liked working with a small independent business, one which is essentially like ours." said Mr Butler

LSS installed a four channel wireless cardio entertainment system, Audeon, as well as widescreen TVs with freeview.

One concern for the club was the problem of fixing the TV equipment to the walls, which were plasterboard partitions. LSS came up with the solution of a Trilite structure, so that there are no wall fixings at all. Aesthetically the Trilite structure looks great too because it reflects the industrial feel of the building.



Tony says, "The system is hassle free and very straightforward for our members and staff to use. We didn't want equipment that was too complex."

THE BENEFITS:

Members at the club are now doing more on the CV equipment because they can watch the news whilst they workout.

Mr Butler says, "I didn't realise at the time what a difference the AV would make but our members have been really impressed by it. It makes us look more professional and enhances the whole set up, giving our members more for their money."